



Electronic Filing System (EFS) Data  
Electronic Patent Application Submission  
USPTO Use Only

EFS ID: 65260  
Application ID: 10006874  
Title of Invention: Alternative Advertising in  
Prerecorded Media  
First Named Inventor: Michael Plotnick  
Domestic/Foreign Application: Domestic Application  
Filing Date: 2001-11-14  
Effective Receipt Date: 2004-07-26  
Submission Type: Information Disclosure  
Statement  
Filing Type:  
Confirmation number: 5480  
Attorney Docket Number: T738-10



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JUL 30 2004

Technology Center 2600

Total Fees Authorized:


Digital Certificate Holder: cn=Douglas Ryder,ou=Registered Attorneys,ou=Patent and Trademark  
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Certificate Message Digest: 842314491e74114cd078e7f0627eee6f1e25f6d3

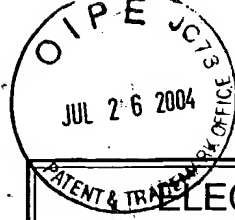


# TRANSMITTAL

Electronic Version v1.1

Stylesheet Version v1.1.0

<b>Title of Invention</b>	Alternative Advertising in Prerecorded Media								
Application Number: 10/006874									
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<table border="1"><thead><tr><th>Submitted by:</th><th>Elec. Sign.</th><th>Sign. Capacity</th></tr></thead><tbody><tr><td>Douglas J Ryder Registered Number: 43,073</td><td>/DJR/</td><td>Attorney</td></tr></tbody></table>		Submitted by:	Elec. Sign.	Sign. Capacity	Douglas J Ryder Registered Number: 43,073	/DJR/	Attorney		
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<table><tr><td>Documents being submitted</td><td>Files</td></tr><tr><td>us-ids</td><td>T738-10_07-26-04-usidst.xml</td></tr><tr><td></td><td>us-ids.dtd</td></tr><tr><td></td><td>us-ids.xsl</td></tr></table>		Documents being submitted	Files	us-ids	T738-10_07-26-04-usidst.xml		us-ids.dtd		us-ids.xsl
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	us-ids.xsl								
Comments									



# ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Alternative Advertising in Prerecorded Media																																								
<div>Application Number: 10/006874</div> <div>Confirmation Number: 5480</div> <div>First Named Applicant: Michael Plotnick</div> <div>Attorney Docket Number: T738-10</div> <div>Art Unit: 2611</div> <div>Examiner: Christopher Grant</div> <div>Search string: ( 6064376 or 5956025 or 5923627 or 4930158 ).pn.</div> <div> <b>RECEIVED</b> JUL 30 2004 Technology Center 2600</div>																																									
US Patent Documents																																									
Note: Applicant is not required to submit a paper copy of cited US Patent Documents																																									
<table border="1"><thead><tr><th>init</th><th>Cite.No.</th><th>Patent No.</th><th>Date</th><th>Patentee</th><th>Kind</th><th>Class</th><th>Subclass</th></tr></thead><tbody><tr><td></td><td>1</td><td>6064376</td><td>2000-05-16</td><td>BEREZOWSKI</td><td></td><td></td><td></td></tr><tr><td></td><td>2</td><td>5956025</td><td>1999-09-21</td><td>GOULDEN</td><td></td><td></td><td></td></tr><tr><td></td><td>3</td><td>5923627</td><td>1999-07-13</td><td>MIWA</td><td></td><td></td><td></td></tr><tr><td></td><td>4</td><td>4930158</td><td>1990-05-29</td><td>VOGEL</td><td></td><td></td><td></td></tr></tbody></table>		init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass		1	6064376	2000-05-16	BEREZOWSKI					2	5956025	1999-09-21	GOULDEN					3	5923627	1999-07-13	MIWA					4	4930158	1990-05-29	VOGEL			
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